

Home Furnishings Calendar 1949

JANUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

WEEK OF

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
				2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 2 12:00 M.	HOME FURNISHINGS CLINIC Earl Lifshay, Managing Editor, and Lazette Van Houten, Fashion Editor of Retailing Daily will be the speakers at a "Home Furnishings Clinic" sponsored by the Retail Board of Trade of the Hartford Chamber of Commerce on this date. The meeting is open to all members of the retail trade and will be held at the Seafood Restaurant in Hartford, Connecticut. Contact: Lazette Van Houten, OR. 4-5000.	RETAIL BOARD OF TRADE OF HARTFORD CH. OF COMM.	SEAFOOD RESTAURANT 296 ASYLUM STREET
Thursday June 2 12:30 P.M.- 3:00 P.M.	BUFFET LUNCHEON FOR THE PRESS A buffet luncheon for the press will be given to mark the opening of the enlarged and redecorated showrooms of Stand-Built Furniture. At this time their new fall line of furniture will also go on display. Contact: Ted Schay, MU. 4-6395. Publicity: Joseph Schulhoff, Lewis Advertising Agency, Newark, N.J., MI. 2-1495.	STAND-BUILT FURNITURE COMPANY	220 EAST 23RD ST. FIFTH FLOOR
Thursday June 2 Just out	NEW WALLCOVERINGS INTRODUCED Twenty-four new additions to the Varlar stainproof wallcovering line have just come out. These include a series of 9 plain tints for the first time. Samples of all new designs are available in sample book form. Contact: Alice Nelson, Varlar, Inc. Merchandise Mart, Chicago.	VARLAR, INC., DIV. OF UNITED WALLPAPER, INC.	MERCHANDISE MART CHICAGO, ILLINOIS
Thursday June 2 Just out	NEW FURNITURE GROUP A new "Monogram" furniture group, modern in design, has drawer pulls which permit the insertion of gold-colored initials if the customer so desires. The group includes thirty-six modern functional pieces, for living room, dining room and bedroom, which incorporate such features as built-in bedlights, shelves deep enough to hold 12" record albums, various storage conveniences and double-duty functions. Publicity: L.K. Hagaman, The Mengel Company, Louisville 1, Kentucky.	MENGEL COMPANY	LOUISVILLE 1, KY.
June 2-12	NATIONAL HOME & BUILDING EXPOSITION, PAN-PACIFIC AUDITORIUM, LOS ANGELES.		
Thursday June 2 Just out	MINATURE PORTABLE The smallest personal portable radio, known as the "Pockette" has just been brought out. It weighs only 1 pound, 11 ounces and is 5-3/4" by 3-5/8" by 3". Contact: R. D. Payne, Manager of Sales, Air King Products Co., Inc. 17-53rd Street, Brooklyn 32, N. Y.	AIR KING PRODUCTS CO.	BROOKLYN, N. Y.
June 3	LINEN FORUM, LINENS & DOMESTICS BUYERS OF AM., ADVERTISING CLUB, N.Y.C. CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 3 12:00 M.- 6:00 P.M. Cocktails	OPEN HOUSE FOR THE TRADE The trade is invited to an open house to see the enlarged and redecorated showrooms of the Stand-Built Furniture Company, and their line of new Fall furniture. Contact: Ted Schay, MU. 4-6395. Publicity: Joseph Schulhoff, Lewis Advertising Agency, Newark, N.J., MI. 2-1495.	STAND-BUILT FURNITURE COMPANY	220 EAST 23RD ST. FIFTH FLOOR
<u>WEEK BEGINNING MONDAY, JUNE 6, 1949</u>			
Monday June 6 9:00 A.M.- 5:30 P.M.	PRESS & TRADE SHOW A new line of bedroom ensembles by Sumergrade will be on display. These bedspreads, curtains and dressing table skirts are made of Mallinson Nymal, a DuPont nylon fabric, made by Mallinson Drapery & Upholstery Fabrics in a wide range of solid colors. This fabric is entirely washable, quick drying and holds its shape. In these new bedroom ensembles welting has been eliminated to add to the washability and quick drying qualities of the textile itself. Contact: Sam Kromash, MU. 4-6780.	N. SUMERGRADE & SONS	31 WEST 27TH STREET
Monday June 6 2:00 P.M.- 6:00 P.M.	OPEN HOUSE PARTY An open house party for the trade will be held by Golding Decorative Fabrics in their newly decorated showrooms on this date. New fabrics will be on display. Contact: Faith Willcox, 424 Madison Ave., EL.5-4248.	GOLDING DEC. FABRICS	470 FOURTH AVENUE
Monday June 6- June 7 3:00 P.M. Cocktails	SHOWING OF NEW WINDOW TREATMENT "Canopys with Canapés" is the name of the showing for the press and the trade of the new Cameo Canopy Curtains - a completely different window treatment - which will be displayed on each of these two days. Contact: Diana Stark, William Lawrence Sloan, MU. 7-8443.	CAMEO CURTAINS, INC.	SHOWROOMS 258 FIFTH AVENUE
Monday June 6 4:00 P.M.- 6:30 P.M. Cocktails	PARTY FOR BUYERS An unusual party for buyers, <u>by invitation only</u> , will feature Spectrum's new line of drapery and upholstery fabrics displayed as costumes in a fashion show by Billy Rose Diamond Horseshoe girls. In addition there will be a prize to the buyer who does the best job of draping one of the models in a Spectrum fabric. NBC will probably televize the show and Sidney Stone, from Milton Berle's Show, is to be master of ceremonies. Spectrum's line includes new failles, a new Herculean Cloth in four patterns, Super Satinub, an antique satin in 16 colors, and others. The press is welcome. Publicity: Lillian Saland, MU. 5-4104.	SPECTRUM FABRICS CORP.	212 FIFTH AVENUE
June 6-8	COOKING, HEATING INSTITUTE MEETING, NETHERLAND PLAZA, CINCINNATI, OHIO.		
June 6-11	CURTAIN AND DRAPERY MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK, N. Y.		
Tuesday June 7 4:00 P.M.- 7:00 P.M. Cocktails	PRESS OPENING A press showing to mark the annual exhibit of Valley's new line has been announced by Louis Ferraguzzi, president, to be held in their newly-remodeled showrooms. Completely coordinated groups of furniture with new and integrated fabric ensembles will be found among the upholstered pieces which have original case pieces to match. The line is planned this year to make the most of space, whether a small apartment or a large house. There are whole groupings of television furniture by Norman Fox MacGregor, Jr. and other groupings by Peter Schladermundt, who planned the showroom, and by the Valley Workshop. Publicity: Ivan Black, CH. 3-2244.	VALLEY UPHOLSTERY CORP.	428 WEST 14TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 6:30 P.M.	SUPPER PARTY An Installation Dinner as a tribute to the officers and directors of AWNY will be held, with Emily Kimbrough as guest speaker. Guests are welcome. Tickets, \$5.50 per person. Free cocktails from 6:30 to 7:30 P.M. Reservations close Friday, June 3; no cancellations after Monday, June 6. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
June 7 7:30 P.M.	MEETING OF UPHOLSTERED FURNITURE MFRS. ASSN., HOTEL McALPIN, NEW YORK CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Thursday July 7 Just out	NEW BOOK ON ANTIQUES "Treasures in Truck and Trash" is the name of the new book by Morgan Towne which tells you how to pick out possible treasures from the junk that may be stored in your attic or cellar. It deals with furniture, silverware, broadsides and buttons and many other potential valuables, giving detailed instructions on how to recognize them. Price, \$2.00. Publicity: Louise Thomas, Doubleday & Co., CI. 6-1700.	DOUBLEDAY & CO.	14 WEST 49TH STREET
Wednesday June 8 5:00 P.M.- 7:00 P.M. Cocktails	ANNUAL SPRING COCKTAIL PARTY The annual Spring Party will be given at the studio of James Amster, in- terior decorator. Tickets are \$2.75 each from Home Fashions League, 155 E. 96th St., New York 28, N.Y., or through any member of the League. Guests are welcome. Contact: Faith E. Wilcox, EL. 5-4248.	HOME FASHIONS LEAGUE	AMSTER YARD 215 E. 49TH STREET
Wednesday June 8 5:00 P.M.- 7:00 P.M.	OPEN HOUSE Helen Sprackling, a member of the Home Fashions League, will hold open house on this date for other members and their guests who are attending the Home Fashions League June party at Amster Yard a few doors away. Mrs. Sprackling, who is public relations counsel for Franciscan Dinner- ware will offer a special door prize of two place settings in any pattern or glaze of Franciscan earthenware. Contact: Helen Sprackling, PL.9-1460.	HELEN SPRACKLING	219 EAST 49TH ST.
Wednesday June 8- June 9	CONFERENCE ON BUSINESS MANAGEMENT A national conference on business management will be held to which top level executives of American business are invited. Open to all American business executives, the conference will concern itself with important key issues for those who must determine business policy. Publ.:Edward K. Moss, Pub. Rel. Dir., American Management Association, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday June 9 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF REDECORATED SHOWROOMS Preview of the completely restyled showrooms with new decorative trend treatments will be shown to the press <u>by invitation only</u> . The showrooms, designed by the Singer Staff, feature special lighting effects by Richard Kelly and a mural painted by Donald Forbes. Furniture groupings will include new designs of traditional and contemporary upholstered furniture as well as cabinet pieces. The trade showing will be held on Friday, June 10, from 4 to 7 P.M. when cocktails will be served. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS FURNITURE	36 EAST 19TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 12- June 17	TOY AND JUVENILE GOODS WEEK, WESTERN MERCHANDISE MART, SAN FRANCISCO. CONTACT: KEN ROBERTS, CHAIRMAN, WESTERN MERCHANDISE MART, SAN FRANCISCO.		
<u>WEEK BEGINNING MONDAY, JUNE 13, 1949</u>			
Monday June 13 9:00 A.M.- 5:30 P.M.	OFFICIAL OPENING The official opening of the new showroom and American headquarters of Tibor Fabrics of London will take place on this date. Tibor Fabrics is a subsidiary of the Hambro Home Furnishings Division, and the hand-woven fabrics for which the firm is well-known in Europe will now be made available to independent decorators and the decorating departments of department stores in this country. These luxurious decorator fabrics will be of interest to everyone looking for the unusual in both drapery and upholstery textiles. Open to the trade and the press. Contact: Ed Murphy, Tibor Fabrics Ltd., 19 East 53rd Street; Publicity: Hilda Kassell, PL. 9-2917.		
Tuesday June 14 2:00 P.M.- 7:00 P.M.	OPEN HOUSE FOR THE PRESS	JOAN FABRICS CORPORATION	350 FIFTH AVENUE ROOM 4712
	Mr. Harold Ansin, president of Joan Fabrics Corporation, announces an open house for the press to introduce a new group of fashion pile fabrics. Cocktails will be served from 5 to 7 P.M. Contact: Marjorie O'Brien, WI. 7-2325; Publicity: Roland Brownlee, WI. 7-2325.		
Wednesday June 15	ANNUAL OUTING AND GOLF TOURNAMENT	HOME FURNISHINGS CLUB OF GREATER NEW YORK	RYE WOOD COUNTRY CLUB, RYE, NEW YORK
	An all-day outing with sports contests of all kinds for which prizes will be awarded will be held on this date. Tickets include buffet lunch and steak dinner and are \$10 each to members; \$15 to non-members. Number of tickets sold will be limited. Contact: Henry DeBrito, LO. 5-2381.		
Thursday June 16 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW	THE HEIFETZ CO.	40 WEST 25TH ST.
	A preview for the press to show new items designed by Heifetz will be held on this date. These items will include sculptured lamps and decorative accessories in ceramics, woods and metals. A special group of new designs in sculptured copper and brass by Ben Fischer, plus other copper and wood combinations by Heifetz and Fischer will be on view. By invitation only. Contact: Yasha Heifetz, WA. 9-6383; Publicity: Hilda Kassell, PL. 9-2917.		
June 19	FATHER'S DAY.		
June 19-22	ANNUAL CONVENTION ASSOC. POT & KETTLE CLUBS OF AMERICA, LOS ANGELES.		
June 19-23	NATL. ASSN. BUILDING OWNERS AND MANAGERS, MOUNT ROYAL HOTEL, MONTREAL.		
Sunday June 19- June 25	INTERNATIONAL STORE MODERNIZATION SHOW	STORE MODERNIZATION	GRAND CENTRAL PALACE
	"The Retail Store of the Future" will have its 1949 preview at the 3rd Annual International Store Modernization Show. Dates will coincide with Store Modernization Week. This show brings retailers into direct contact with modernization experts. Admission by invitation only, obtainable from exhibitors or from John W. H. Evans, 40 East 49th Street, New York 17, N.Y., PL. 5-8876.		

DATEWHAT'S GOING ONGIVEN BYWHEREADVANCE DATES AND NOTICES

Monday June 20- June 21	MERCHANDISING CONVENTION The Merchandising Division of the N.R.D.G.A. is holding a Mid-Year Convention. Such merchandise as major appliances, floor coverings, furniture and bedding will be covered in the home furnishings field. The following sessions will be of particular interest to home furnishings people: June 20, 10 A.M. Grand Ballroom, General Merchandising; June 20, 1:30 P.M., Georgian Room, Major Appliances; June 21, 10 A.M. Georgian Room, Floor Coverings; June 21, 2 P.M., Georgian Room, Furniture & Bedding; June 21, 6:30 P.M. Merchandisers' and Buyers' Banquet in Grand Ballroom. Contact: David Woog, CH. 4-8780.	N.R.D.G.A.	HOTEL STATLER
Tuesday June 21- July 1	WORKSHOP IN PERSON- ALITY DIAGNOSIS Wider use of psychological techniques in industry will be taught at a ten day seminar open to advanced students of psychology, industrial appliers of the science and a limited number of others interested. Fifteen experts in all phases of human behavior will participate. Personnel directors, sales and advertising managers, production directors are invited to apply. Contact: Mr. Joseph Precker, Secretary, Workshop in Personality Diagnosis, Bard College, Annandale-On-Hudson, New York.	BARD COLLEGE	ANNANDALE-ON-HUDSON, NEW YORK
Wednesday June 22 9:00 A.M.- 12:00 M.	PRESS BREAKFAST The official opening of Julore's new carpet, fabric and wallpaper shop will be marked by a Press Breakfast. From 4 to 7 P.M. cocktails will be served to decorators and the trade in general. Contact: Florence Becker, MU. 8-4341; Publicity: Claire Corbin, MU. 8-4341.	JULORE	13 EAST 53RD STREET
June 23	PORCELAIN ENAMEL INSTITUTE PARLEY, CARTER HOTEL, CLEVELAND, OHIO. CONTACT: EDWARD MACKASEK, PORCELAIN ENAMEL INSTITUTE, WASHINGTON, D.C.		
June 27- June 28	MEETING SALES PROMOTION AND VISUAL MERCHANDISING OF N.R.D.G.A., HOTEL STEVENS, CHICAGO, ILL. CONTACT: HOWARD P. ABRAHAMS, N.R.D.G.A., CH.4-8780.		
June 27- July 1	NEW YORK LAMP SHOW, HOTEL NEW YORKER, N. Y. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
July 1- July 9	NATIONAL ICED TEA WEEK. CONTACT: THE TEA BUREAU, 500 FIFTH AVENUE, NEW YORK 18, N.Y.		
July 3-8	SANTA FE MERCHANDISE MART GIFT SHOW, DALLAS, TEXAS.		
July 4	INDEPENDENCE DAY (Monday)		
Tuesday July 5	TRADE AND PRESS SHOWING The trade and press are invited to view a new collection of sculptured lamps and decorative accessories in ceramics, woods and metals, designed in part by Heifetz and in part by Ben Fischer. Showing will continue to July 9. Contact: Stanley S. Lehman, Room 12-119, Merchandise Mart, Chicago, Illinois, MO. 4-0050. This same exhibit will be previewed on Tuesday, July 19, before the California Market, in the Brack Shops, Los Angeles, California. Contact: Bess Lee Lane, 1002 Brack Shops, Los Angeles, Calif. Publicity: Hilda Kassell, PL. 9-2917.	THE HEIFETZ CO.	CHICAGO MERCH. MART ROOM 12-119

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 5- July 16	INTERNATIONAL HOME FURNISHING MARKET. MERCHANDISE MART AND FURNITURE MART, CHICAGO, ILLINOIS.		
July 5-16	FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
July 5- July 16	PRESS CONFERENCES AT FURNITURE MARKET	MERCHANDISE MART CHICAGO 54, ILLINOIS	MERCHANTS AND MANUFACTURERS CLUB
	A series of press conferences will be held twice daily during the first week of the Market as follows: Tuesday, July 5; 9 A.M., Furniture & Bedding; at an hour to be announced later, New Trends and Design. Wednesday, July 6; 9 A.M., Floorcoverings; 10 A.M., Curtains, Draperies, Linens and Bedcoverings. Thursday, July 7; 9 A.M., Housewares & Appliances; 10 A.M., Radio & Television. Friday, July 8; 9 A.M., Lamps & Lighting; 10 A.M., Conference with Retailers. In addition the Merchandise Mart is inviting several of the country's outstanding home furnishings designers to participate in an additional special conference on the opening day. Contact: Robert B. Johnson, Sales Promotion Mgr. Room 262, Merchandise Mart, Chicago 54, Illinois.		
Wednesday July 6 Luncheon	SEMI-ANNUAL LUNCHEON	FASHION GROUP OF CHICAGO	CLUB ROOM MERCHANDISE MART
	The semi-annual furniture market luncheon of the Fashion Group of Chicago will have as its speaker Edgar Kaufmann, Jr. of the Museum of Modern Art. Contact: Lucille Knoche, 450 E. Ohio St., Chicago 11, Illinois.		
July 6- July 13	NATIONAL HOME LAUNDERING WEEK. AMERICAN WASHER AND IRONER MANUFACTURERS ASS'N., CHICAGO, ILLINOIS.		
Sunday July 10- July 15 9:00 A.M.- 6:00 P.M.	NATIONAL CHINA, GLASS AND POTTERY SHOW	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER NEW YORK CITY
	The first comprehensive exhibit of major china and glass lines since the war will be held on the 5th, 6th, and 7th floors of the New Yorker. One hundred and fifty rooms have been reserved for this market event which will display china, glass and pottery, both domestic and imported. On Sunday, July 10, the show will be open from 1 P.M. to 6 P.M.; thereafter from 9 A.M. to 6 P.M. Contact: George F. Little Management, Inc., 220 Fifth Avenue, MU. 9-7147.		
July 10- July 15	CURTAIN AND DRAPERY SHOW, HOTEL STEVENS, CHICAGO, ILLINOIS. CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		
Monday July 11 Breakfast	BREAKFAST FOR BUYERS	BEDCOVERING & LINEN ASSN.	MERCHANDISE MART
	Two outstanding personalities in retail merchandising will speak. Contact: Robert B. Johnson, Room 262, Merchandise Mart, Chicago 54, Illinois.		
July 11- July 14	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
Monday July 11- July 15 9:00 A.M.- 5:00 P.M.	NATIONAL HOUSEWARES AND HOME APPLIANCES EXHIBIT	NATIONAL HOUSEWARES MANUFACTURERS ASSN.	AUDITORIUM ATLANTIC CITY, N.J.
	Limited to the trade, this manufacturer's exhibit will feature housewares and appliances from all sections of the country and is expected to draw buyers from the United States, Canada and abroad. Contact: A. W. Buddenberg, Executive Secretary, Nat'l Housewares Mfrs. Assn., 1140 Merchandise Mart, Chicago 54, Illinois, DE. 7-8585.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 16- July 22	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK CITY CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		
July 18- July 22	NINTH ANNUAL SUMMER FURNITURE MARKET. CONTACT: ARTHUR M. CARNEY, PACIFIC NORTHWEST FURN. MFRS. ASSN., SEATTLE, WASHINGTON.		
July 18- July 23	NEW YORK CARPET AND FLOOR COVERING MARKET, CARPET INSTITUTE. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
July 18- July 23	SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK PUBLICITY: MR. LOU SCHNEIDER, MU. 5-1160.		
July 18- July 29	SOUTHERN FURNITURE MARKET, EXPOSITION BUILDING, HIGH POINT, N. C. CONTACT: PAUL CASEY, EXPOSITION BUILDING, HIGH POINT, N. C.		

FOR OUR TRAVELING SUBSCRIBERS

June 2	CANADIAN INTERNATIONAL TRADE FAIR, TORONTO, CANADA, TO JUNE 10.
June 9-24	ANTIQUES FAIR, GROSVENOR HOUSE, LONDON, ENGLAND.
June 10-25	INTERNATIONAL TRADE FAIR, BARCELONA, SPAIN.
June 18	INTERNATIONAL TRADE FAIR, LILLE, FRANCE, TO JULY 3.
June 19	INTERNATIONAL TRADE FAIR, BORDEAUX, FRANCE, TO JULY 4.
June 26	INTERNATIONAL TRADE FAIR, CASABLANCA.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday June 2 3:00 P.M.	SPRING ROSE DAY A program will be held in the rose garden for members and their guests. Dr. George S. Avery, Jr., director of the Garden, will describe steps that should be taken to protect roses from insects and diseases which have been encouraged by weather conditions this year. Several new rose varieties will be in bloom. Publicity: Matthew A. Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN 1000 WASHINGTON AVE.
Thursday June 2- June 9	NINETIETH ANNIVERSARY An exhibition of the Cooper Union Art School to celebrate their ninetieth anniversary will be held from 10 A.M. to 10 P.M., June 2 through 8 (except Saturday and Sunday) and from 10 A.M. to 4 P.M. on June 9th, on the Sixth Floor. Publicity: Wayne Hodges, AL. 4-6300.	COOPER UNION ART SCHOOL 7TH ST. & 4TH AVE.
June 6- June 10	FESTIVAL OF ROSES, STRAWBRIDGE & CLOTHIER AUDITORIUM, PHILADELPHIA, PA. CONTACT: PHILADELPHIA ROSE SOCIETY, PHILADELPHIA, PA.	
Tuesday June 7 11:00 A.M.	INTRODUCTION OF ROSE SELECTIONS The 1950 All-America Rose Selections will be featured in Rockefeller Center's first rose show. As America's favorite flower and the official flower of New York State, this rose garden in the heart of the city will be a must for visitors and natives alike. Contact: L. Richard Cuyly & Associates, 45 Rockefeller Plaza, New York 20, N.Y., CI. 6-4588.	ROCKEFELLER CENTER CHANNEL GARDENS OFF FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday June 9 10:00 A.M.	ROSE-GROWERS' DAY This annual event will be attended by eastern rosarians, both amateur and professional, who will participate in an all-day program and tour of the famous rose gardens. Gates open at 8 A.M. At 10 A.M. Lambertus C. Bobbink will lead the official tour. This will be followed by lectures in the morning and afternoon by a distinguished list of speakers. Guests will provide their own lunches. Contact: Miss Woodward, LU.4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y. #58
June 14- June 20	GARDEN WEEK, BOSTON, MASSACHUSETTS. CONTACT: MASSACHUSETTS HORTICULTURAL SOCIETY, BOSTON, MASSACHUSETTS.		
Tuesday June 14 Going On	GOLDSMITH'S WORK AND FRENCH SILVER An exhibit of Goldsmith's work and French silver from the Bequest of Catherine D. Wentworth will be shown to the press from 2 to 5 P.M. on this date. The private view will be held from 3 to 5 P.M. on June 16 and the exhibit will be open to the public on June 17. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. GALLERY D 6

TELEVISION GUIDE

Baltimore, Md. Station WBAL-TV - Hearst Radio, Inc., 2610 No. Charles Street, Baltimore, Md. Program Manager, John J. Dickman.

Chicago, Illinois. Station WENR-TV - American Broadcasting Co., Inc. 20 North Wacker Drive, Chicago 6, Ill. Program Manager, Harold Stokes.

Cleveland, Ohio. Station WNBK - National Broadcasting Co., NBC Building, Cleveland 14, Ohio. Program Manager, Charles Bevis.

RADIO GIVE-AWAY SHOW

For "Guess the Tune" program, Station WGBB, Freeport, Long Island. This give-away, participation-via-telephone program covers about 55 towns in Nassau, Suffolk and Queens with a listening audience of 3,000 to 5,000. Local merchants in all towns, as well as national products, are represented. A special guest appearance in Valley Stream Park Inn is to be held and suitable prizes are desired. These should range from \$3 to \$10 in retail price and such items as household linens and home appliances are desired. Contact: Miriam Layn, 70 Park Drive, Valley Stream, Long Island. Telephone: Valley Stream 5-6302-R.

EDITORIAL REQUIREMENTS

For Cases Y Jardines, Sarmiento 643, Buenos Aires, Argentina. This magazine, devoted to architecture, decoration and gardening would like to receive photographs and descriptions of architectural and decorating novelties, also decoration, furniture and equipment for the home and gardening material showing something novel or original. Credit will be given to the manufacturer, business concern or designer involved. Contact: E. Luis Muzio, Editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.